

Facebook Census

Facebook's precursor, Facemash (2003) was a website scripted by Mark Zuckerberg for visitors to compare fellow Harvard students with each other. Intoxicated, he hacked into the Harvard's facebook and used the images for his first website in order to make his website more popular. Facemash was later sold to an unknown buyer in 2010 for roughly \$30,000.

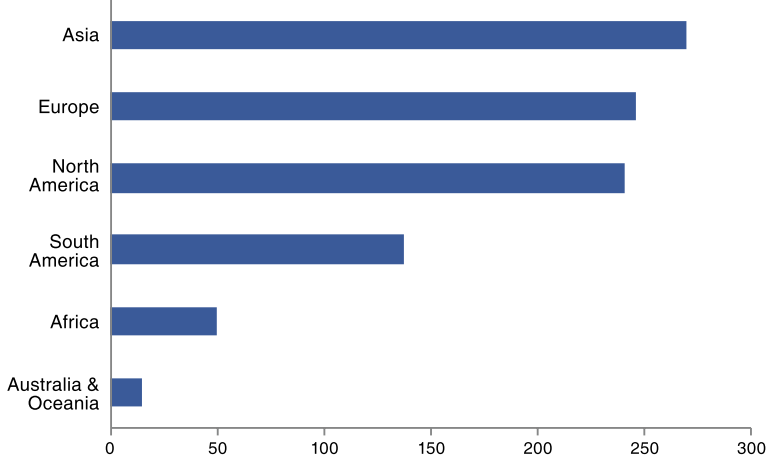
In 2004, Zuckerberg scripted codes for making another website known as Thefacebook, which was inspired by the hacking incident from Facemash. He wanted to create a universal face book within Harvard since they did not have a student directory with images and names at the time. Within the first 24 hours after launching the site, Thefacebook had 1,200–1,500 user registrations.

Initially, Thefacebook was restricted to Harvard university students, but later expanded to Stanford, Columbia, and Yale and all other Ivy League schools. In the summer of 2004, Facebook dropped the "The" from its name and relocated to Palo Alto, California after purchasing the domain name facebook.com in 2005 for \$200,000. While Facebook continued to expand, they opened their doors

to all universities as well as overseas, then to companies such as Apple Inc. and Microsoft. Facebook finally became public to anyone 13+ years old with a valid email address in 2006 and reached their first milestone of 100 million users in August, 2008. From there on for the next four years, Facebook has rapidly expanded exponentially from 100 million users to about 1 billion users to date.

Continental Breakdown

Facebook users from each continent (in millions) since Oct. 27, 2012.

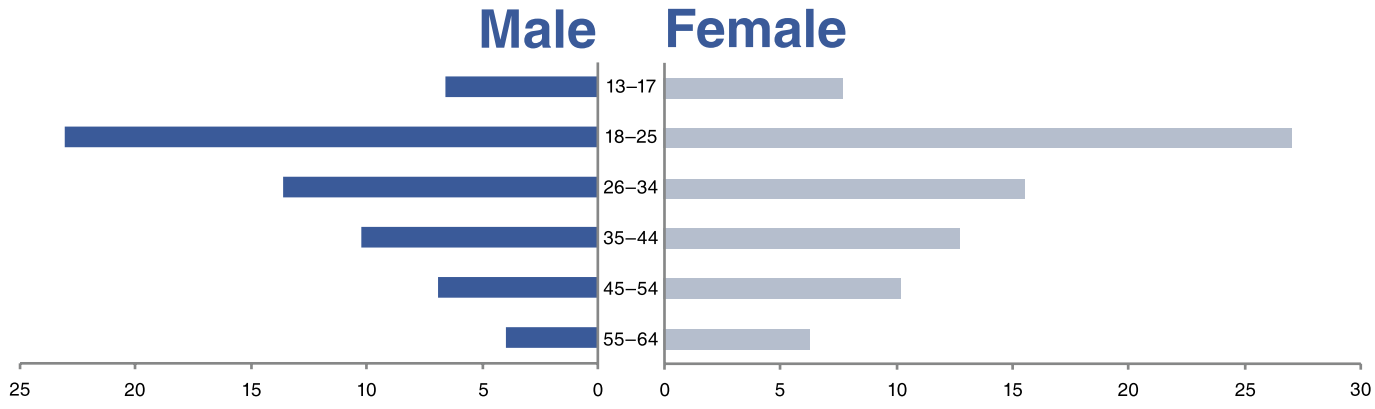


Despite having less countries using Facebook, Asia still takes the lead over Europe, which has over 20 countries using Facebook, including the United States, which Facebook originated from. Asian countries tend to have a denser population than any other continent in the world, therefore India, Indonesia and the Philippines became big contributors to Asia having the most Facebook users in the world. The continent with the most third-world countries, Africa, surprisingly, was not ranked last since their continent is larger than Australia & Oceania, with more countries.

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US Facebook Community

Facebook age and gender breakdown (in millions) in the United States in 2011.



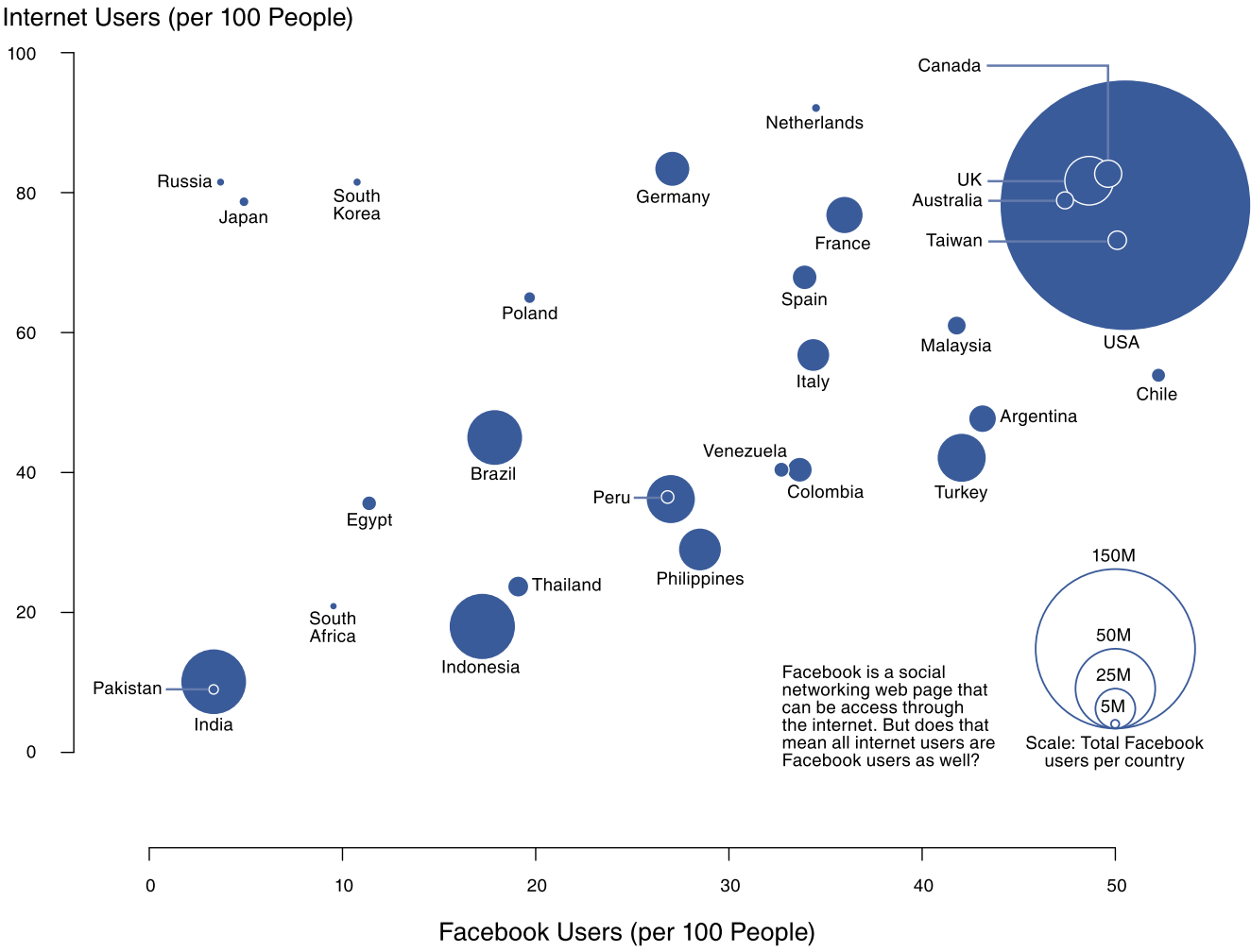
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Is Facebook all there is to do?

Top 30 countries with the most Facebook users in 2011.

Facebook is a social networking site that can only be access through the internet. Right off the bat, one can conclude that the more internet access a country has, the more likely it would be to use Facebook. However, three countries stand out from the trend and they are Russia, Japan, and South Korea. Surprisingly, two of the fastest technologically-developing countries in the world, Japan and South Korea have a large portion of its population going online, but not on Facebook.

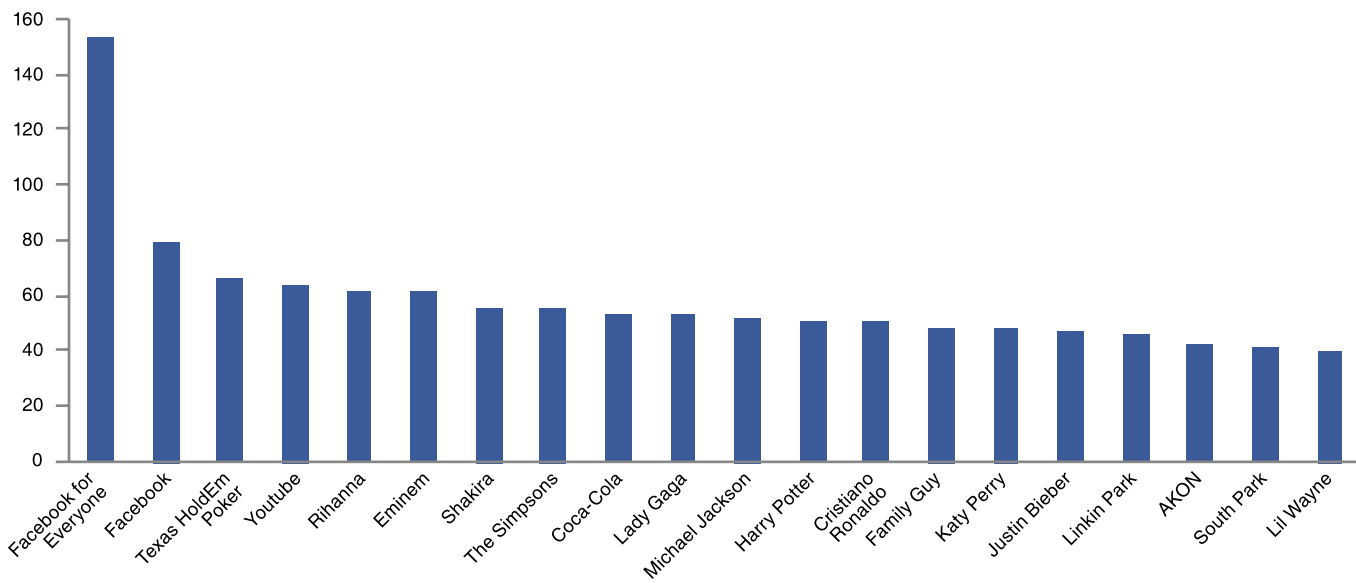
According to Alexa, a majority of Japan internet users go to other popular networking sites such as FC2, LiveDoor, Ameba or mixi, which originated in their country, just like Facebook has to the United States. South Korea has their own popular site known as Cy-world, also maintaining approximately 24 million users, nearly half of the total South Korean population. Large quantities of Russian internet users also preferred to use VK, another social networking site, over Facebook.



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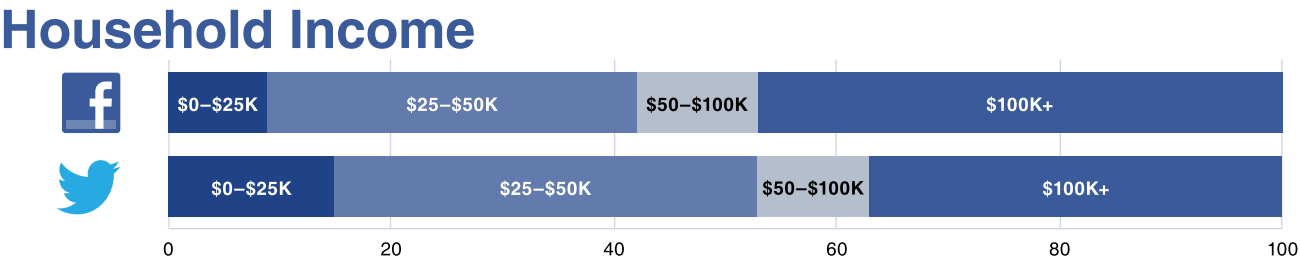
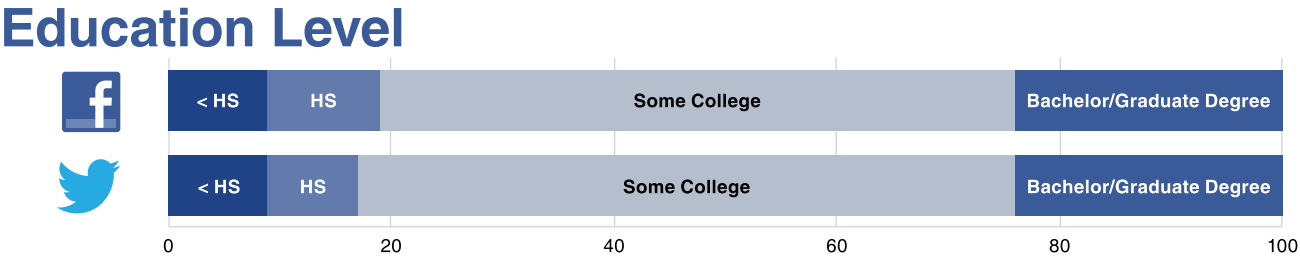
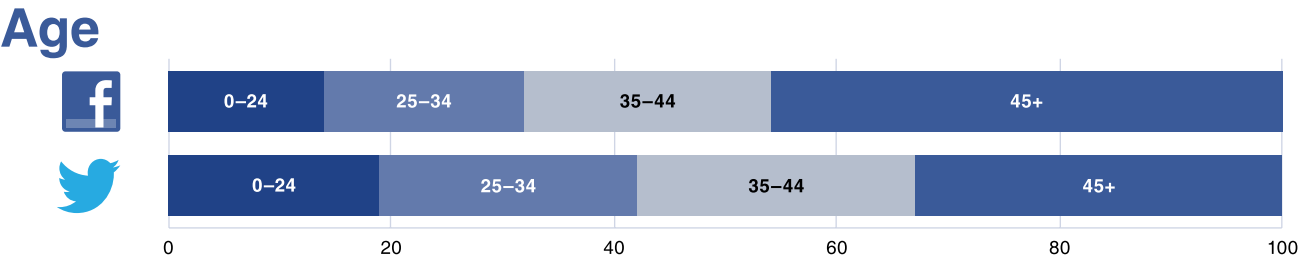
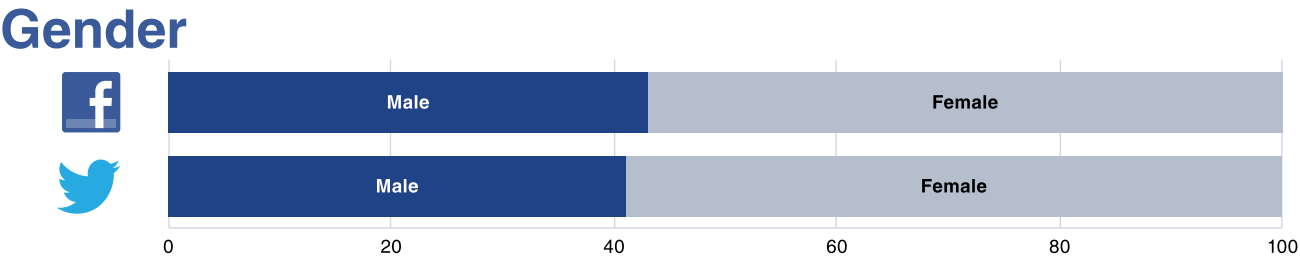
Top 20 Like pages (in millions) of all time since Oct. 27, 2012.



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Facebook vs. Twitter

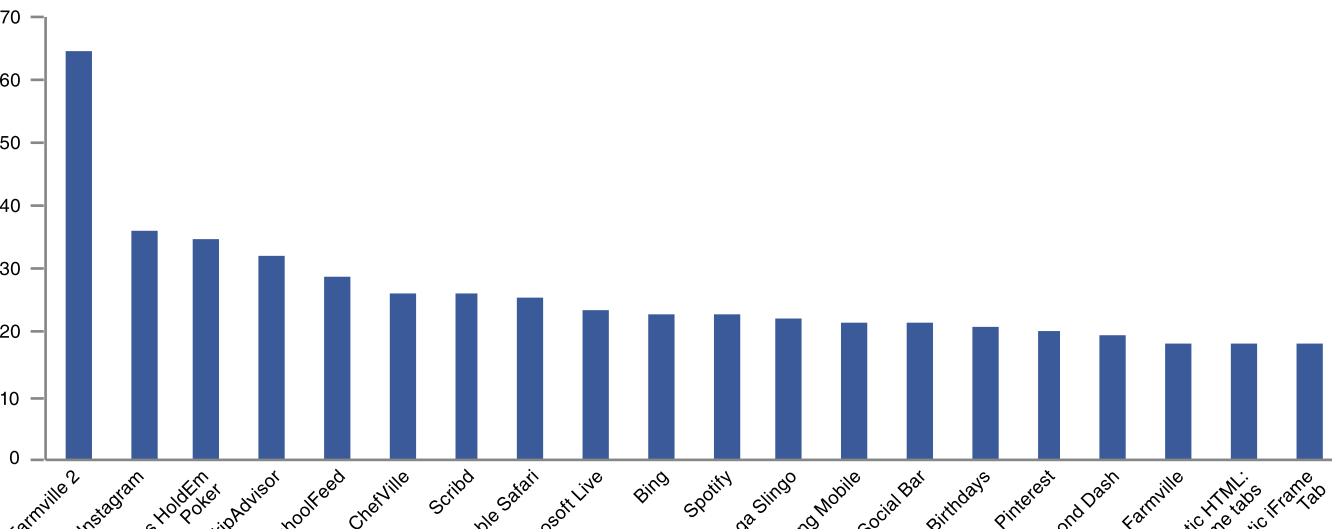
User community percentages compared with each other in 2011.



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Apps Connected to Facebook

Top 20 Apps (in millions) used of all time since Oct. 27, 2012.



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Sources

Afmarcom, Alexa, Appdata, Check Facebook, Facebook, Ken Burbaray, OnlineMBA, Pagedata, Appdata, Social Bakers, Twitter, Wikipedia, World Bank,

Chat (523)

05 - Judy Chu - DAI 523 Information Design I - Design and Industry College of Liberal & Creative Arts - San Francisco State University - California, USA - November 2012
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